



POSTPAID PRICE LIST

Spring of 1957

IDEAL FRUIT FARM

J. W. AUFFET, Owner and Manager
Stilwell, Oklahoma



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"Strawberry Capital of the World"

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RETURN POSTAGE GUARANTEED

"STILWELL" THE FRUIT CAPITAL OF OKLAHOMA
We are located at the foot-hills of the Ozarks near the famous fruit belt of northwest Arkansas, only eight miles from the Arkansas line.
On our farm we grow apples, peaches, pears, apricots, cherries, grapes, strawberries, blackberries, raspberries, boysenberries, and nursery stock. Strawberry plants our specialty. All above commodities sold wholesale and retail — a bushel or truck load. Phone PR 4-7853.

Postpaid Price List

Spring of 1957

IDEAL FRUIT FARM

J. W. Auffet, Owner and Manager

Stilwell, Oklahoma

Telephone PProspect 4-7853

STRAWBERRY CAPITAL OF THE WORLD

Our strawberry plants are grown on gravelly new land under irrigation from Virus-free foundation stock. Plants are hand-dug and moved at once to our shed where old leaves are removed. Small and weak plants are discarded, and only the well rooted plants neatly tied 25 to bunch. Plants are carefully packed in damp moss and guaranteed to arrive in good growing condition or replaced free and postpaid. We guarantee all our stock to be as good as that grown anywhere at any price.

Our prices are as low as is consistent with good quality and packing. Remember we pay the postage on all items in this price list, although present-day shipping charges are exorbitant. We urge you to come to our place for your stock if possible and save about one-fourth on prices on most items. About half on some. We also issue a wholesale price list which is not prepaid. Send for our wholesale list if you need large quantities. Address all orders to

IDEAL FRUIT FARM
Stilwell, Oklahoma

Reference: Bank of Commerce, Stilwell, Oklahoma

WE HAVE NO AGENTS AUTHORIZED TO SELL OR COLLECT FOR US.

RED RICH



Luscious berries from June right through 'til frost. Folks who say an everbearer isn't sweet should taste Red Rich. They're chock-full of real honey-sweet goodness. They're deep red through the core. Solid and firm. Frost resistant. Tops for freezing, too! Delicious and attractive when served. A leading midwestern university reports Red Rich the best of 29 everbearing varieties tried.

Price: 12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00; 250, \$32.50; 500, \$62.50; 1000, \$120.00.

STRAWBERRIES

BLAKEMORE—Yellow free strain, early. The best strawberry for this section. A large berry with a long ripening season beginning with the earliest sorts and going out with the late kinds. This berry is taking the lead as a commercial berry in Oklahoma, Arkansas, Missouri, Tennessee and many other states. A heavy yielder and good shipper. Write for prices of large quantities of Blakemore. We can furnish any amount of this variety.

DUNLAP — Midseason Medium to large berry. Adapted to the middle and northern states. A great berry for home use and canning.

PREMIER — Begins to ripen a few days after Blakemore. Heavy yielder. Adapted to the northern states.

ARMORE — The new Armore originated in Missouri by crossing the Aroma with Blakemore. Heavy yielder. Large size, dark red color, and good flavor. Matures nearly all blossoms set.

ROBINSON — Largest June bearing known. Big round berries borne on large thick stems. Solid red all the way through.

TENNESSEE BEAUTY — A cross between Premier and Missionary. It rates high as a freezing berry. Adapted to the southern and middle states.

DIXIELAND (NEW) — Very similar to Blakemore. In all tests in Missouri it has out yielded Blakemore. Dixieland berries are firm for shipping and also a good freezer. Ripens with Blakemore and a little larger.

POCAHONTAS (NEW) — Introduced in 1954. Considered a good shipping berry but not as firm as Blakemore or Dixieland. Extra large foliage and berry. Does well in the eastern states and as far west as Missouri and Arkansas.

AROMA — Late, almost safe from frost. Large and productive. A well known commercial berry.

TEMPLE — The tall husky plants grow upright. Easy to cultivate. Adapted mostly to the eastern states. Large dark red berries.

CATSKILL — Rather late berry, ripening about 10 days later than Premier or Blakemore. A good commercial berry in the northern states. Foliage is large and healthy and runs freely. Large bright red berries.

DORSET — Berries are quite large and similar to Fairfax but bright red. Large foliage and a good plant maker. Medium late.

FAIRFAX — Berries are dark red color. A Premier cross and resembles the parent but a better plant maker. Medium late.

PRICES — All above varieties or assorted as wanted. No extra charge for mixing varieties in multiples of 25 plants. 100—\$2.00; 200—\$3.00; 500—\$6.50; 1000—\$12.50. Postpaid.

EVERBEARING STRAWBERRIES

GEM — A persistant everbearer. Bright red and firm enough to ship. Very pleasing flavor.

SUPERFECTION — This berry is very similar to Gem, being a good shipper. Berries continue a good size all through the season. Dark red color.

STREAMLINER — Comparatively new everbearer. Originated in Oregon. Large bright red, almost round. Very sweet and requiring little sugar.

Prices of Gem, Perfection and Streamliner or assorted as wanted. 25—\$1.00; 100—\$3.00; 200—\$5.00; 500—\$12.00; 1,000—\$22.00. Postpaid.

20TH CENTURY — In size of berry and quality, it ranks at the top. Flavor unsurpassed. A good plant maker and will bear all season. Bears fruit in 60 days and continues after frost.

Prices — 25—\$2.00; 100—\$6.00; 500—\$25.00; 1000—\$45.00. Postpaid.

RASPBERRIES

LATHAM (RED)—The Latham is the most outstanding of all Red Raspberries. Unexcelled for size and flavor. The most widely planted as a commercial Raspberry as it is a good shipper. Ripens in midseason. Prices: 25—\$3.00; 100—\$10.00. Postpaid.

CUMBERLAND BLACK CAP—The Cumberland is the most extensively planted of all the blackcaps. It is so far superior in size, flavor and shipping qualities we do not grow any other variety. Prices: One year No. 1 plants 25-\$3.00; 100-\$10.00. Postpaid.

SEPTEMBER—New everbearing red raspberry. As large as Latham. Bears until frost. Prices: 12—\$2.00; 25—\$3.50. Postpaid.

BLACKBERRIES

LAWTON—Medium early. The best for home use and canning.

ELDORADO—The most widely planted Blackberry.

Blackberry Prices: 25—\$2.00; 100—\$7.50; 1000—\$50.00. Postpaid.

BOYSENBERRIES

The BOYSENBERRY was introduced in 1932. It was propagated by crossing the Red Raspberry, Loganberry, and Blackberry, combining the flavor of all three. Berries get to be 1½-2 in. long and 1 in. in diameter.

THORNLESS BOYSENBERRIES—Entirely free of thorns which make them a pleasure to pick and handle.

Prices: Large vigorous roots, 25—\$2.00; 100—\$7.50; 1000—\$50.00; 500 at 1000 rate.
Two-year bearing size, 10—\$2.00. Postpaid.

GRAPES

CONCORD—A well known commercial variety grown all over the U. S. 2 year vines, 10—\$2.00; 25—\$4.00; 100—\$15.00. Postpaid.

FREDONIA—A new early black grape, large bunch, ripens evenly. Bears second year. Prices—30c each. Postpaid.

NIAGARA—This is probably the best white grape. Very popular all over the U. S., midesason, 2 year, 40c each. Postpaid.

CATAWBA—An old standard variety, dark red. Late, 2 year, 40c each. Postpaid.

AMERICA—A cross between Concord and the wild grape. Very hardy, will not rot. 2 year, 40c each. Postpaid.

CACO—Large red grape. Very sweet midseason. 2 year, 40c each. Postpaid.

GOLDEN MUSCAT—A new California type grape. Large clusters of yellowish white. Very pleasing flavor, 2 year, 50c each. Postpaid.

SENECA—Another California type grape. Very early and sweet, white. 2 year, 50c each. Postpaid.

CONCORD SEEDLESS—Concord flavor makes good pies. 2 year, 50c each. Postpaid.

GOOSEBERRIES — CHAMPION — 5—\$2.00; 12—\$4.50. Postpaid.

RHUBARB

VICTORIA—The most popular sort for home use. Prices — Whole roots, \$2.00 per dozen—\$15.00 per 100. Postpaid.

CANADA RED—Large divisions. 3—\$2.00; 12—\$7.50. Postpaid.

ASPARAGUS

MARTHA WASHINGTON — Two-year heavy roots 25—\$1.00; 100—\$3.50. Postpaid.

Everbearing Tree Blackberry

HISTORY OF THE EVERBEARING TREE BLACKBERRY

As Given by the Propagator of this New Berry

"This new berry came into our possession as a seedling some eight years ago.

"The first year's growth is inclined to droop to the ground; second and third year they put on two to six tree-like canes that attain a height of four to six and a half feet, with bushes from five to nine feet across the top of the tree-like bush.

"Due to the nature of their growth and the long period of ripening of the berry, we have named it **EVERBEARING TREE BLACKBERRY**. It seems to grow in any soil or climate and has stood 30 below zero without any injury.

"We have trial plantings in almost every state. All are thriving and doing well.

"With us, this berry has never bloomed earlier than May 10th. Berries start ripening June 20th and continue through August. The fruits are round, good size, sweet, yet enough acid for jams and jellies. Excellent keeper, has a rubber-like skin but not tough, making it wonderful shipper. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit on our vines grows on limbs extending above the thorns.

"Another feature that people like is that the fruit is borne up off the ground and ninety-five per cent is free from dirt, regardless of weather.

"They have shown no sign of disease that other berries have, or of weakening after bearing over a period of years. Instead, they get larger and more thrifty.

"The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in the yard or small garden, taking no more care of them than a common shrub.

This new berry makes a beautiful shrub, may be used as an individual plant or as a hedge. Fits in well with any landscaping.

TWO-YEAR OLD PLANTS

3 plants Postpaid. \$2.75

6 plants Postpaid. \$5.00

12 plants Postpaid. \$9.50

NOTE: We do not hesitate to recommend this unusual berry to our customers as we have fruited them for several years and found them to do all the originator claims and even more. **DIRECTIONS FOR GROWING WITH EACH ORDER.**

Address all orders to:

IDEAL FRUIT FARM

Stilwell, Oklahoma

Telephone PR 4-7853

ROSES

Individually Wrapped and Labeled

Our processed roses are wrapped in waterproof paper with the best moisture retaining material available.

Tops are then dipped in a special non-injurious rose wax and each bush is tagged with a color picture of rose ordered with name and planting instructions.

RED VARIETIES—Red American Beauty, Red Radiance and Ami Quinard.

YELLOW — Luxemburg and Yellow Talisman.

WHITE — K. A. Victoria.

PINK — Pink Radiance.

MULTICOLOR — Herbert Hoover and Talisman.

CLIMBING — Paul's Scarlet and Clg. Red Radiance.

PRICES —

Two-year No. 1 grade, processed, 90c each; 6 for \$5.00. Postpaid.

Two-year No. 2 grade, processed same as No. 1, 65c each; 6 for \$3.50. Postpaid.

Two-year No. 2 grade, bare root not processed, 45c each; 6 for \$2.50.

GLADIOLUS BULBS

We have a fine lot of glads this year and will appreciate supplying you with hand cleaned and graded stock.

Our bulbs are grown on different soil each year and are free from disease.

FLORIST SUPER-MIX 15 VARIETIES

All No. 1 size, \$1.00 per dozen; 6 Dozen \$5.00. Postpaid.

MIXED CANNAS — Wyoming, King Midas, and Richard Wallace. Large No. 1 size bulbs, \$1.50 per dozen. Postpaid.

MIXED DAHLIAS — Marshall Pink, Sherwood Pink, Red Chief, Little Duke, Storm King, and Glory Rose. Large No. 1 size bulbs, \$2 per dozen. Postpaid.

Important Planting Instructions

PREPARING THE GROUND AND PLANTING

General Instructions For Almost All Kinds of Stock — Do not let the roots become dry. Keep them covered at all times with a damp sack or something similar. Dig large sized holes with perpendicular sides (never saucer shape). These holes should be about twice as wide and deep as the roots on the trees, shrubs or plants that are to go in them. Put loose top-soil in the bottom of the hole, set the stock two to four inches deeper than it stood in the nursery rows. Spread the roots out naturally and work the soil over and around them. Keep putting in good rich dirt until the hole is nearly full, tramping the dirt firmly about the roots. Pour a bucket of water to each plant. Finally fill up the hole with loose dirt which should not be tramped. All trees and shrubs must be pruned at planting time, which will insure satisfactory results. Large shade trees should be held erect by three guy wires attached to the trunk of the tree where the first branches begin.

Care on Arrival of Strawberries — Set plants immediately upon arrival, if possible. If plants have become dried in transit, remove from package and dip roots in water. (Do not let the water touch the crown or leaves of the plants). This will cause the plants to plump up. If unable to plant immediately, cover the roots with damp moss and they will remain in good condition for a few days. However, they must be placed in a cool place free from drafts. If plants are to be kept a long time before planting, dig a V shaped trench in some shaded and protected place. Cut open the bundles, spread the plants out and trench in a thin layer, with the crowns just even with the surface of the ground and firm the soil back against the roots of the plants. Wet the soil and plants thoroughly, when heeling is done. They will remain in good condition when treated in this manner, but we would suggest that you plant them as soon as weather conditions permit.

DIRECTIONS — for growing Strawberries: Plow ground deep and prepare level. Set plants in rows $3\frac{1}{2}$ to 4 feet apart by 18 inches to 2 feet apart in the row. Do not set in furrows, as they might get covered up after heavy rains. Cultivate as soon as weed growth starts and continue at intervals of two weeks during the whole growing season or until about Sept. 1st. Keep entirely free of weeds and grass by hoeing and hand weeding. Keep blossoms pinched off to induce them to make runners and set new plants. The blossoms may be allowed to remain on the ever-bearers after the middle of July and they will fruit in the fall.

How to Plant Grapes — Dig the hole as broad and deep as if a three year apple tree were to be planted. Fill the hole up to the right depth for planting with compost or rich soil. Trim roots slightly and cut back the top to three or four strong buds. Use rich soil around roots. Always plant firmly.

Raspberries, Blackberries and Dewberries — In planting black raspberries and dewberries set them so buds at center and at side of roots are covered only one inch deep. Use care not to break the new buds. Carefully firm the soil around the roots. Red raspberries and blackberries should be set about two inches deeper than they were in the nursery. Cut back all raspberries, blackberries and dewberries within four inches or less of the ground after planting.

Asparagus and Rhubarb — Have soil well prepared as for any other field crop. Dig or plow a trench ten inches deep. Place the plants in this trench and spread the

roots and cover with two inches of soil. When new crowns come through fill in two more inches and continue until the trench is full.

Fertilizers — The use of commercial fertilizers on newly planted stock is not recommended due to its burning effect when it comes in contact with the roots. Well rotted stable manure is highly desirable and can be applied as a mulch around the stock after it is planted. Care should be exercised to see that the manure does not come in direct contact with the roots or body of the tree, shrub or plant. Commercially prepared fertilizers can be used after the plant gets established according to recommendations of their manufacturer.

Shade Trees — With shade trees having heavy tops at least one-half of the tops should be removed. Prune to avoid crowding branches, cut out some of the small branches, shorten back the side branches but do not cut off the leader or main stem.

PLANTING DISTANCES, Small Fruits —

	Plants spaced apart in rows	Rows spaced apart
Blackberries and Dewberries	3 to 5 ft.	4 to 8 ft.
Black Raspberries	3 ft.	4 to 6 ft.
Red Raspberries	2 to 4 ft.	4 to 6 ft.
Blueberries	3 to 6 ft.	4 to 8 ft.
Strawberries	15 to 18 in.	3 to 4 ft.
Asparagus	18 to 24 in.	1½ to 4 ft.
Grapes	6 to 8 ft.	6 to 10 ft.

CAUTION — All newly planted stock should be kept well watered during dry periods and kept cultivated and hoed once a week during the first season. Do not use any commercial fertilizer the first year.

**STRAWBERRY PLANT
SPECIAL**

50 Dunlap, 50 Blakemore, 25 Armore and 25 Gem Everbearing; 150 Plants in all.

\$300

POSTPAID

**RED, WHITE AND BLUE
GRAPE SPECIAL**

6 Concord, 2 white and 2 red grapes, all 2-year best varieties, adapted to your section.

\$300

POSTPAID

OKLAHOMA STATE BOARD OF AGRICULTURE
Harold Hutton, President
Oklahoma City, Oklahoma

No. 389

CERTIFICATE OF NURSERY AND FLORAL INSPECTION

Fee: \$13.00

Year: 1956-57

THIS IS TO CERTIFY, THAT Nursery and Floral stock of IDEAL FRUIT FARM at Route No. 1 in Stilwell, Oklahoma was inspected by a duly authorized inspector of the Oklahoma State Board of Agriculture on the 20th day of November, 1956, and found to be apparently free of injurious insect pests and plant diseases. The size of the premises was reported as 10 acres and the stock consisted of Nursery Stock.

This Certificate, unless sooner revoked, invalid after October 31, 1957

HAROLD HUTTON
President,
State Board of Agriculture

CLYDE A. BOWER
Director, Division of Entomology and
Plant Industry